

MISFITS AND **THE MACHINE**

Why AI alone cannot
crack creative
effectiveness

Ipsos @MSI



Image: Ipsos Facto generated,
edited manually and using Gen AI
Photoshop tools



**FROM BOARDROOMS TO
WATERCOOLERS
AI IS THE HOTTEST TOPIC IN
EVERY ORGANIZATION**

Image: Ipsos Facto generated, edited manually and using Gen AI Photoshop tools



87%

of corporate communications leaders say AI will **fundamentally transform the way that businesses operate**

**\$500
BILLION**

Estimated efficiencies in the ad ecosystem

Sources: The Ipsos Reputation Council 2024 Report | McKinsey Global Survey on AI 2024

43%

of Americans **trust**
advertising that is
produced with AI



Source: Ipsos What The Future: Creativity | April 2024

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AI made it to Cannes 2024 as one of THE hot topics



There is a 10 to 20% chance of something terrible happening. But looking at the glass, it is otherwise almost full. AI could make people optional. There will be a crisis of meaning. Like the Roman empire with AI robots. **Even if we are annihilated I want to be around to see it!** This is the most interesting time in all of history. So enjoy the ride.

Elon Musk, TESLA

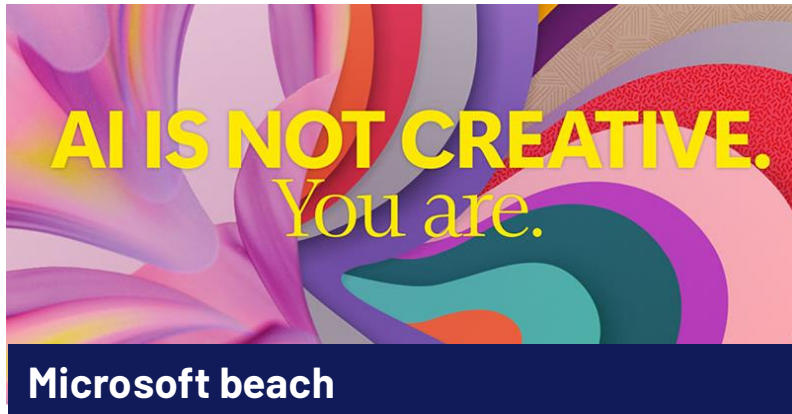


AI is full of doomsayers, but **it could be like paper airplanes and photography and inspire a new wave of creativity.** There will be disruption but I am optimistic about the future

Alex Schultz, META



Tech firms believe in a world where AI is the copilot



AI is a powerful enabler that **expands our possibilities and potential**. But no matter how much AI improves, **it is not a marketer. It does not have taste. It does not have ingenuity**. That's what sets you apart.

Alexander Chen, Director Google Creative Lab



Even when you have AI in the mix, the heart of the creative process is still people.

Vidhya Srinivasan,
Google VP Advertising



This echoes Ipsos perspective on how

**AI x HI =
Augmented
Intelligence**



CAN MACHINES PRODUCE EFFECTIVE ADVERTISING?

Image: Ipsos Facto generated, edited manually and using Gen AI Photoshop tools

Scope of research

10 ads



More HI,
less AI



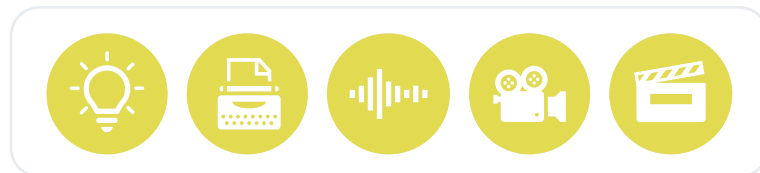
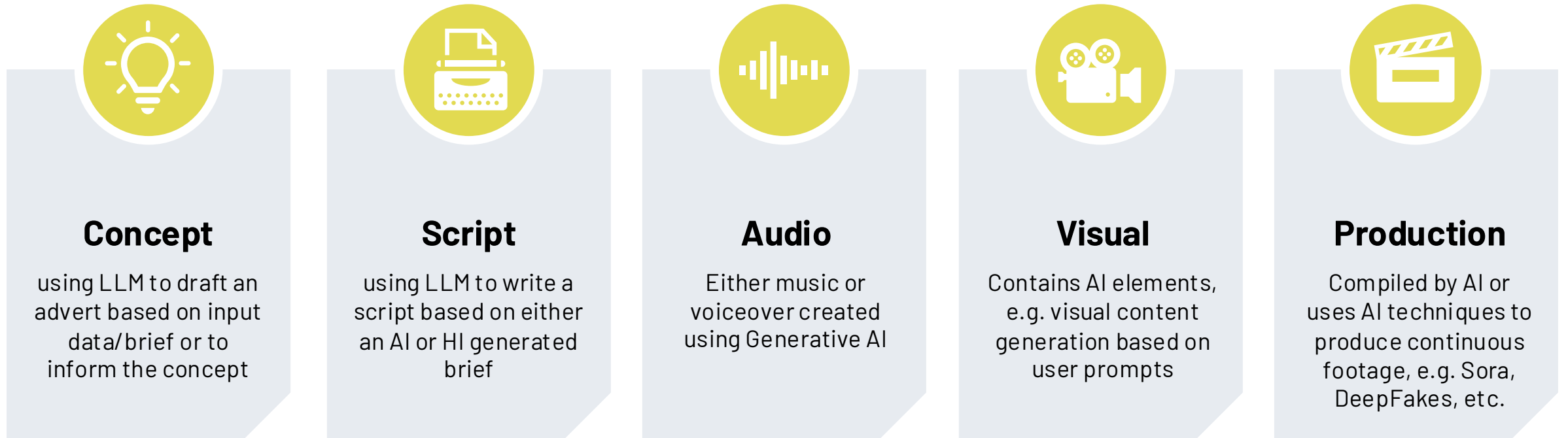
More AI,
less HI

1.500 respondents from 3 countries



Tested with Creative|Spark

Classification of AI use in the ad development process



Each ad is categorised based on five distinct areas of the ad development process with a score of 1-5, with one point being assigned for each element that distinctly uses AI according to the ad production notes. A score of 1 or 2 is "More HI, less AI", a score of 3 to 5 is "More AI, Less HI".

Selection of our ads



Ads created with more HI, less AI



Coke **Masterpiece**



Heinz **AI Ketchup**



Oi Ocha **Green Tea**



Deutsche Telekom **Message from Ella**



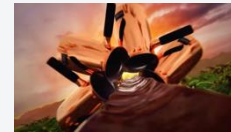
Lexus **Lexus ES Driven by Intuition**



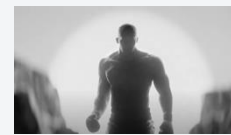
Ads created with more AI, less HI



BODYARMOR **Field of Fake**



Hotel Chocolat **Velvetise into happiness**



Under Armour **AJ Forever is made now**



Toys'R'Us **Sora AI Brand Film**



Oreo **What if the universe bakes a cookie**



Finding #1

Ads cut through well if humans lead the ad development

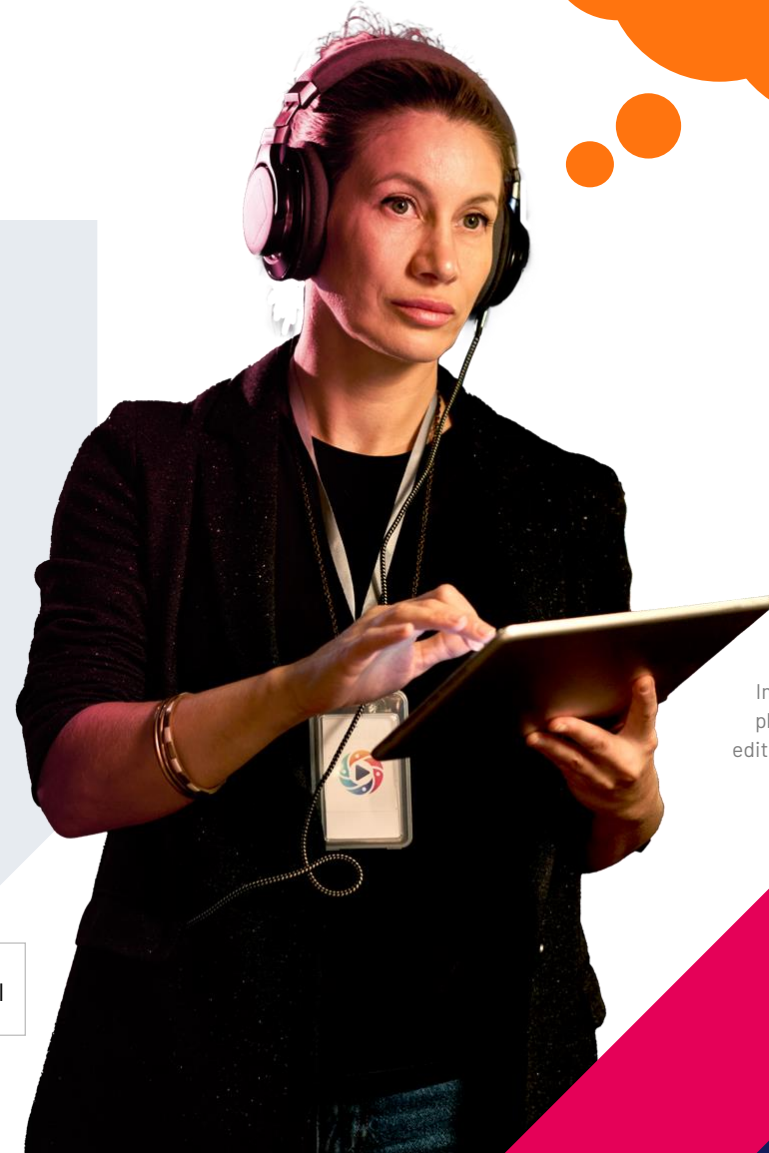
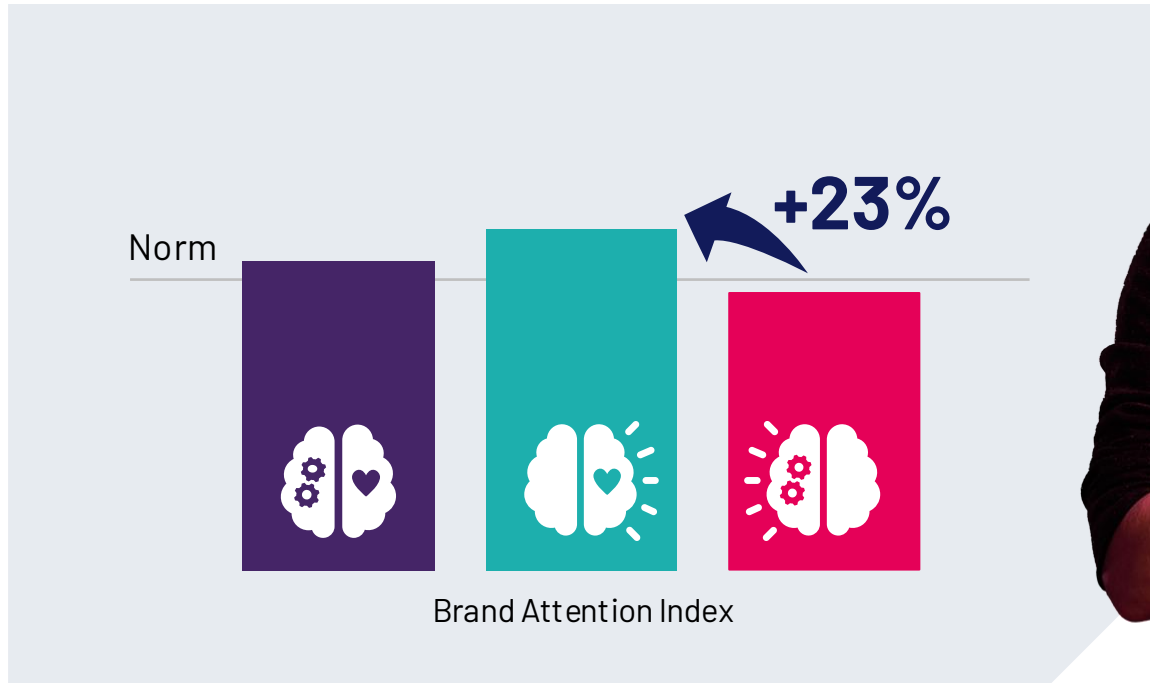
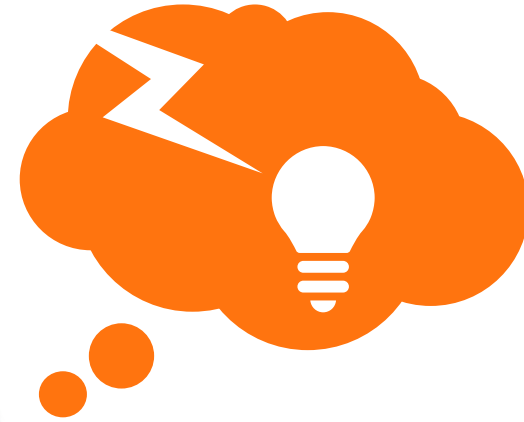


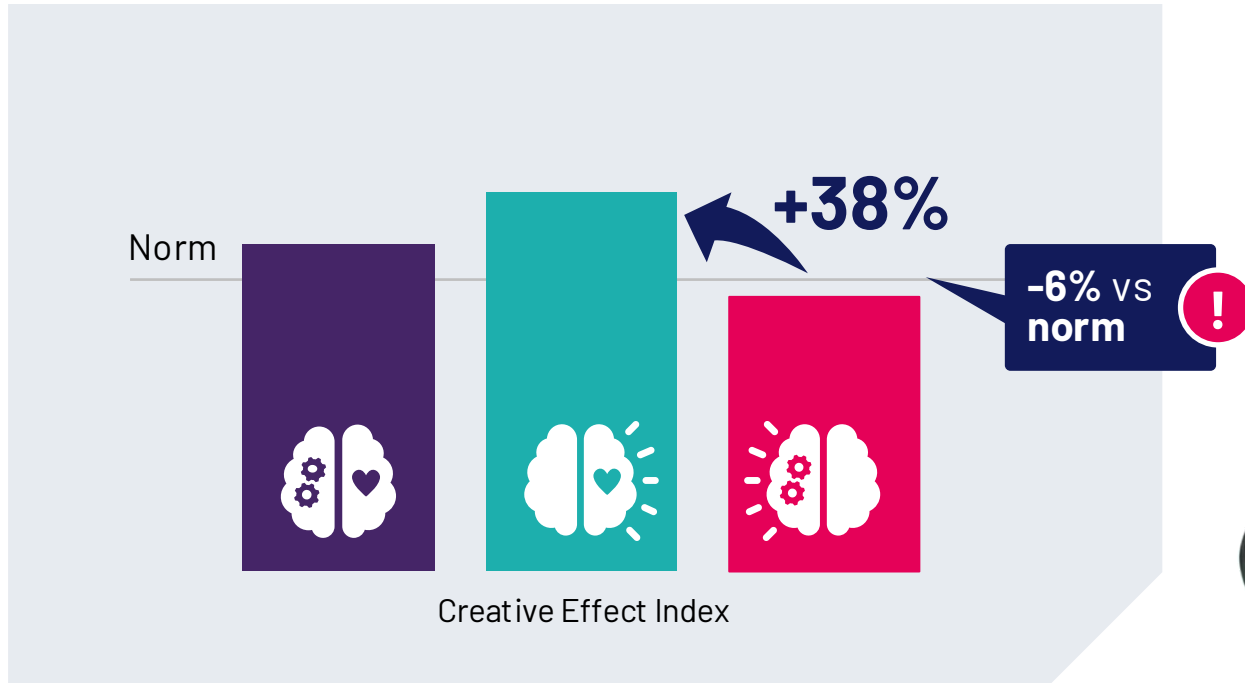
Image: Stock photography, edited manually

CreativeSpark
10 ads, n=1500 respondents

■ Total Ads ■ More HI / Less AI ■ More AI / Less HI

Finding #2

Augmenting human creativity with AI can boost ad effectiveness



CreativeSpark
10 ads, n=1500 respondents

■ Total Ads ■ More HI / Less AI ■ More AI / Less HI

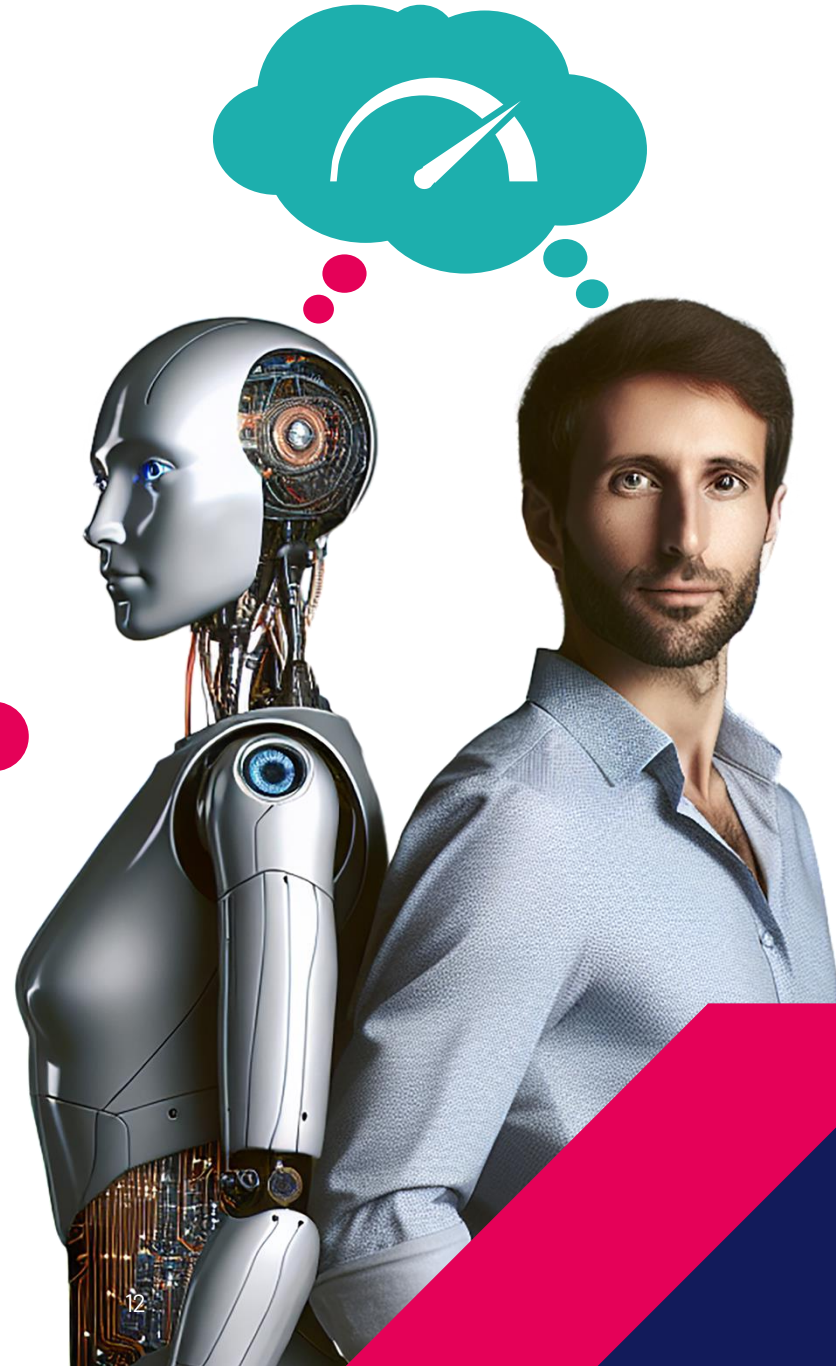
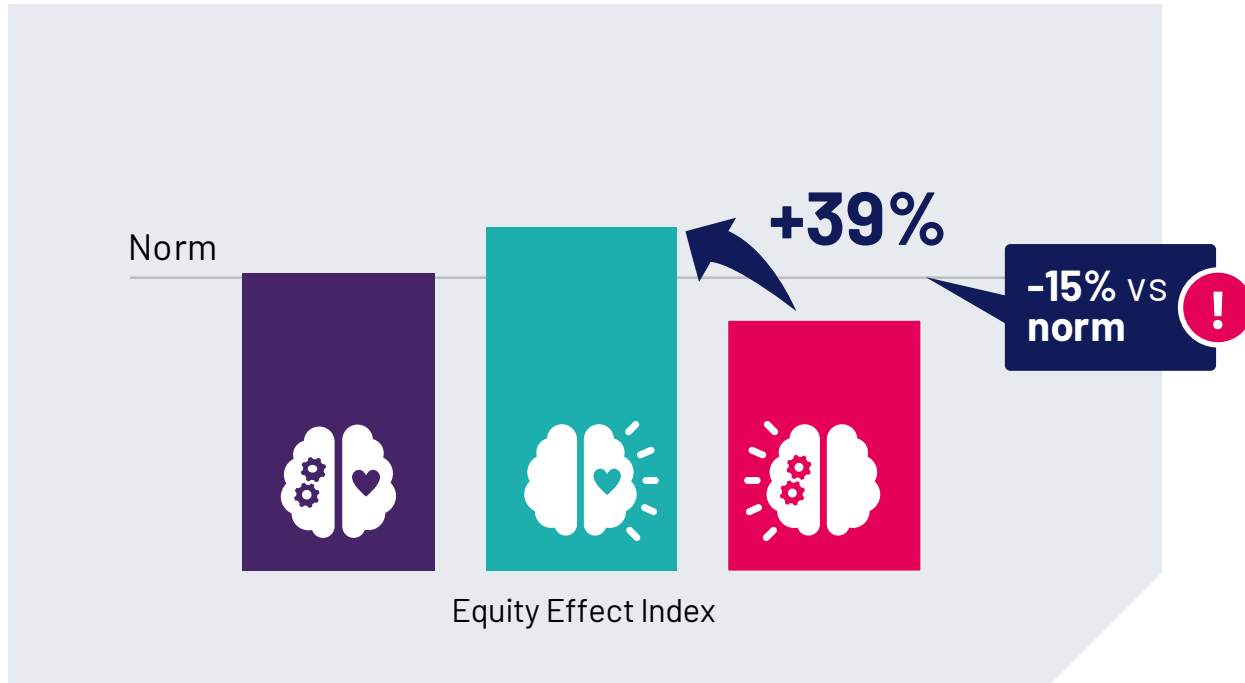


Image: Ipsos Facto
generated, edited
manually

Finding #3

Relying on AI too much can pose a risk on long-term ad effectiveness



CreativeSpark
10 ads, n=1500 respondents

■ Total Ads ■ More HI / Less AI ■ More AI / Less HI



Image: Ipsos Facto
generated, edited
manually

What are the opportunities and risks of using AI for ad development?

LET'S EXPLORE WITH MISFITS!

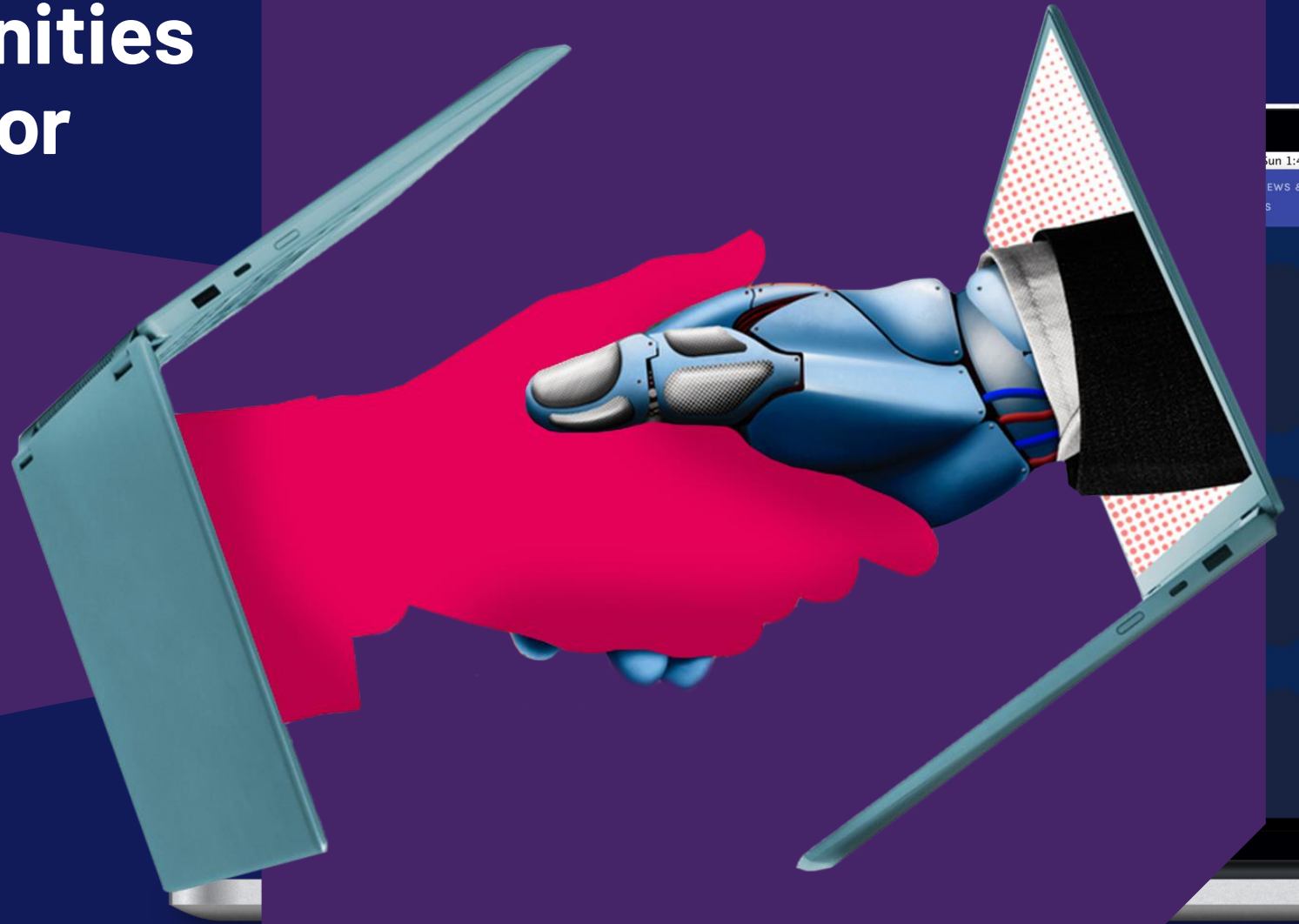
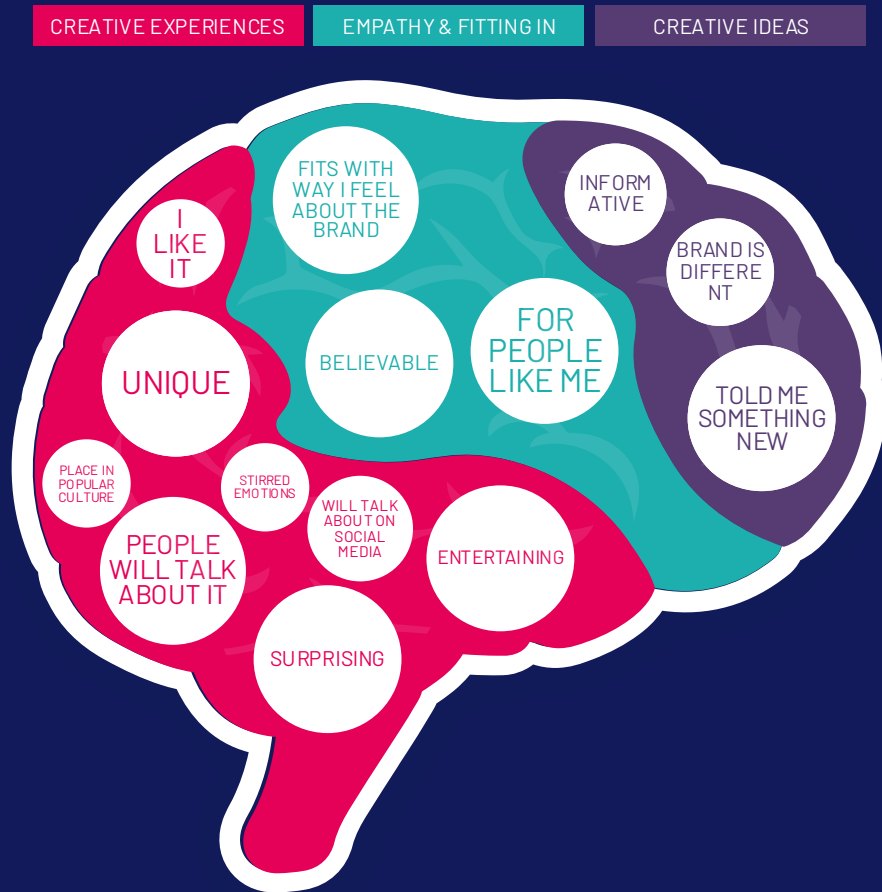


Image: Stock imagery with manual illustration and editing and uses analytical AI tools to find the background and cut it out

Ipsos identified what effective creativity looks like

Entertaining Experiences x Empathy x Creative Ideas



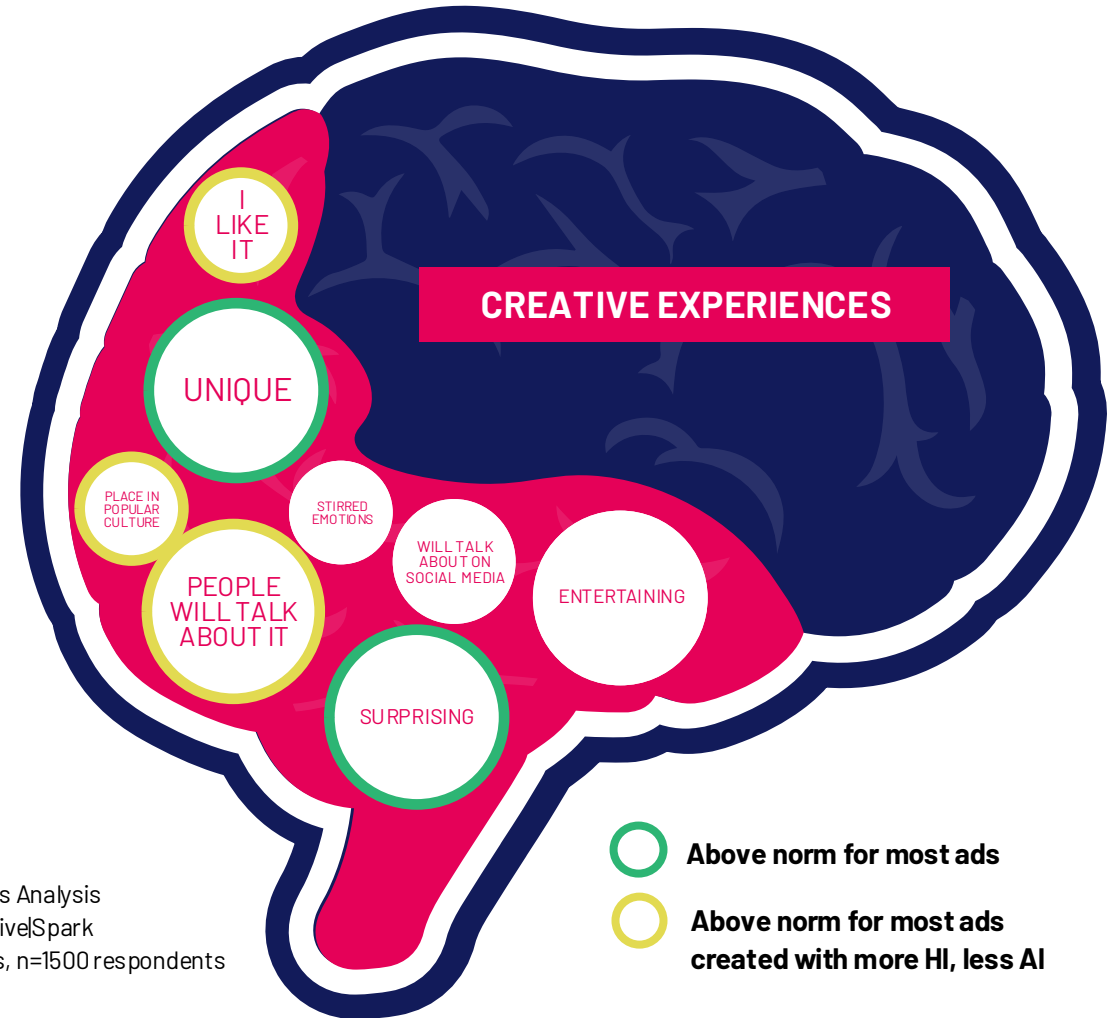
Source: Ipsos Misfits, Ipsos Global Ad Testing Meta-Analysis (n=1.734 cases)

Finding #4

Ads created with more HI can deliver stronger Creative Experiences



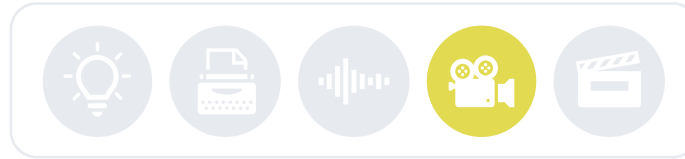
Image: Ipsos Facto generated, edited manually



From Canvas to Conversation: A masterpiece of engagement



**MORE
HI**

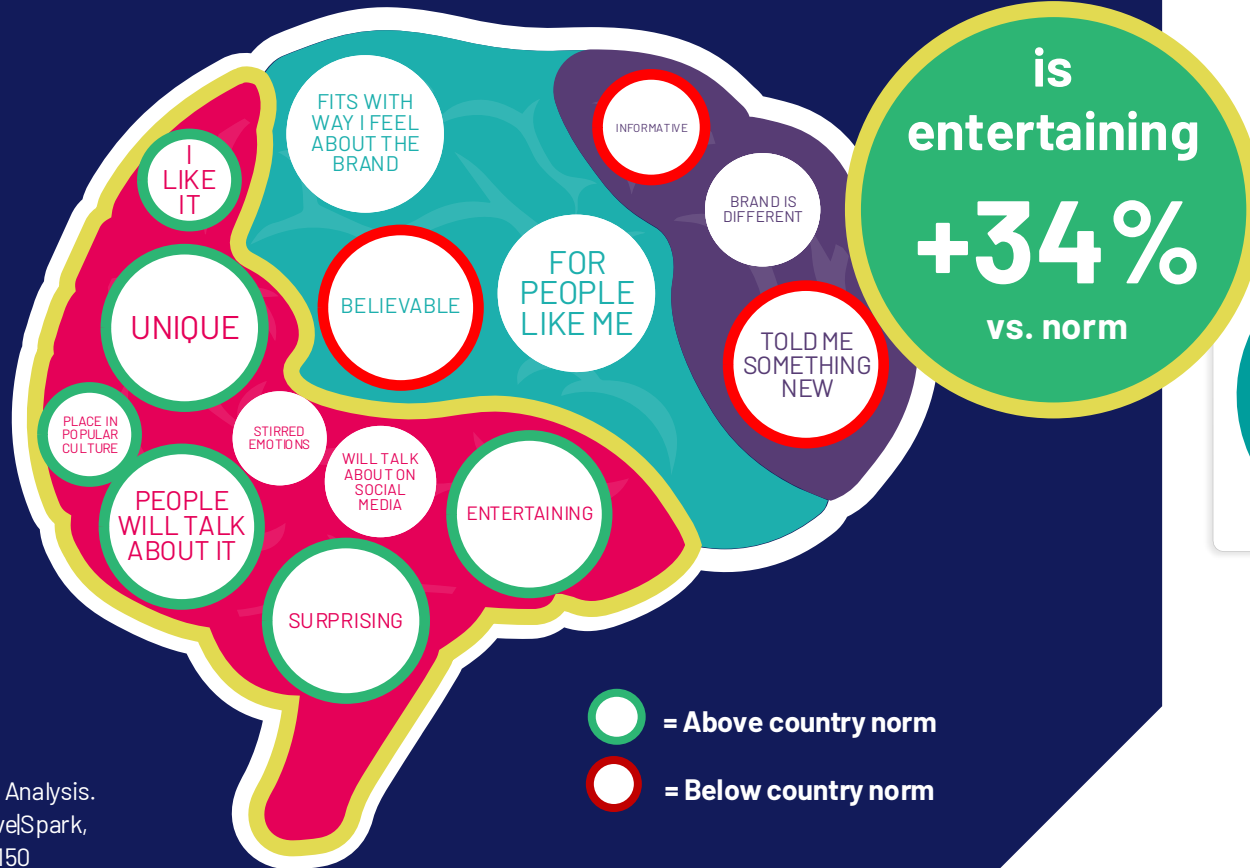


Masterpiece

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

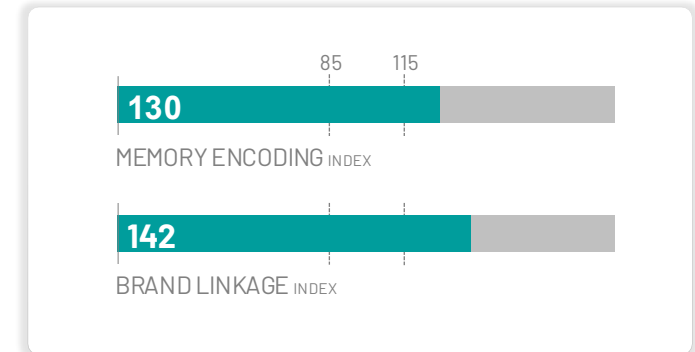
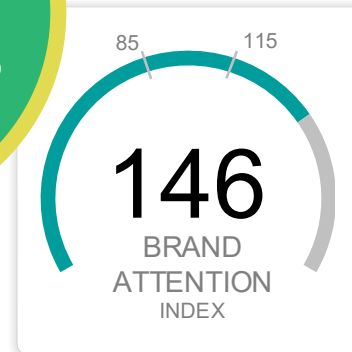
CREATIVE IDEAS



Misfits Analysis.
 CreativeSpark,
 US, n=150

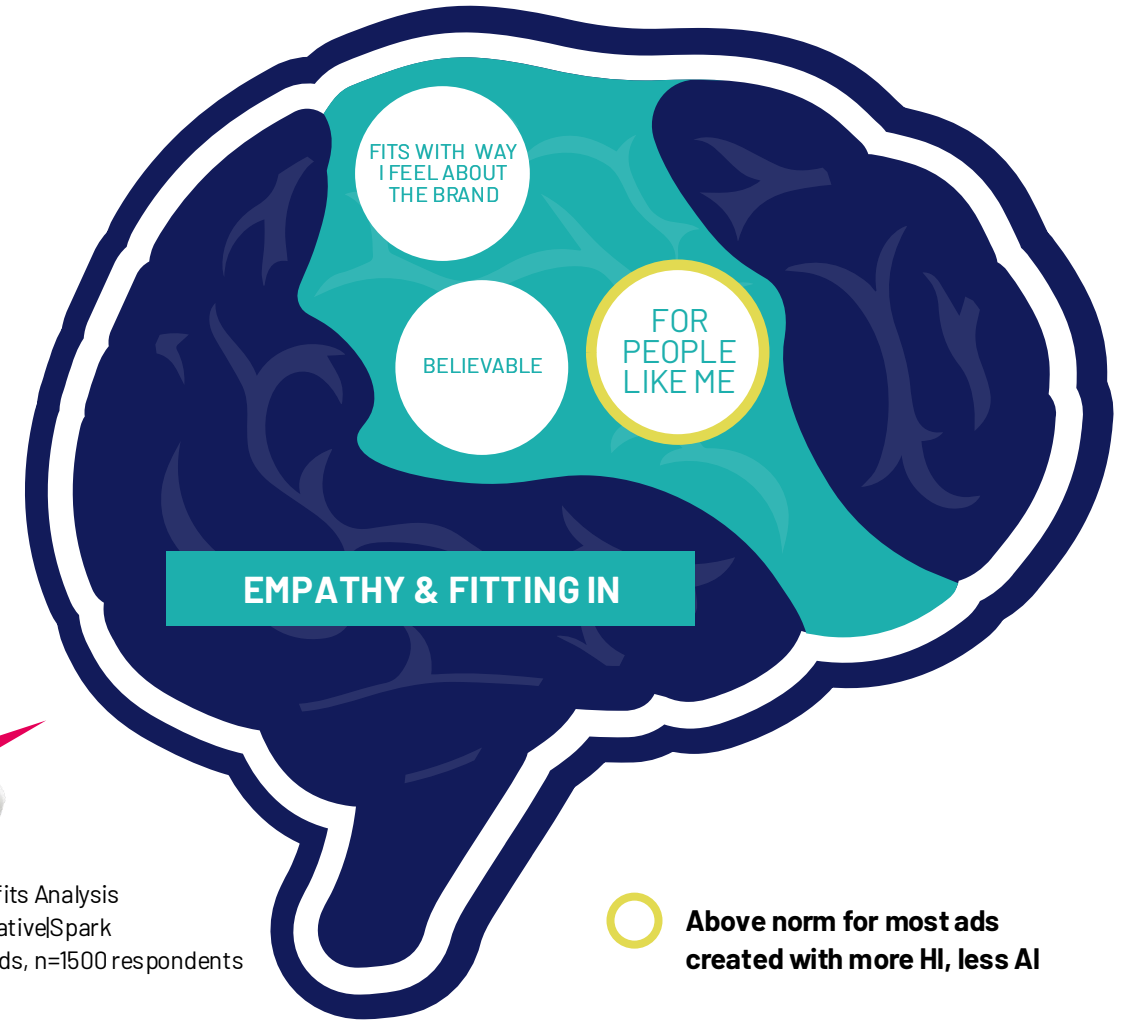


The way the painting turned into a transformer; I was like wow



Finding #5

Only human creativity enables feelings of empathy and fitting in



Misfits Analysis
CreativeSpark
10 ads, n=1500 respondents

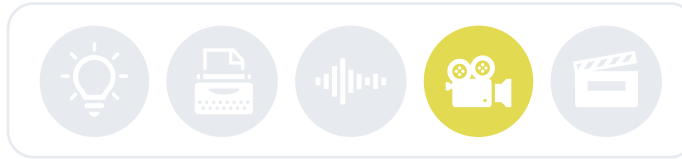
Image: Stock photography, edited manually

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The perfect HI & AI match: Heinz' love story with every bottle



**MORE
HI**

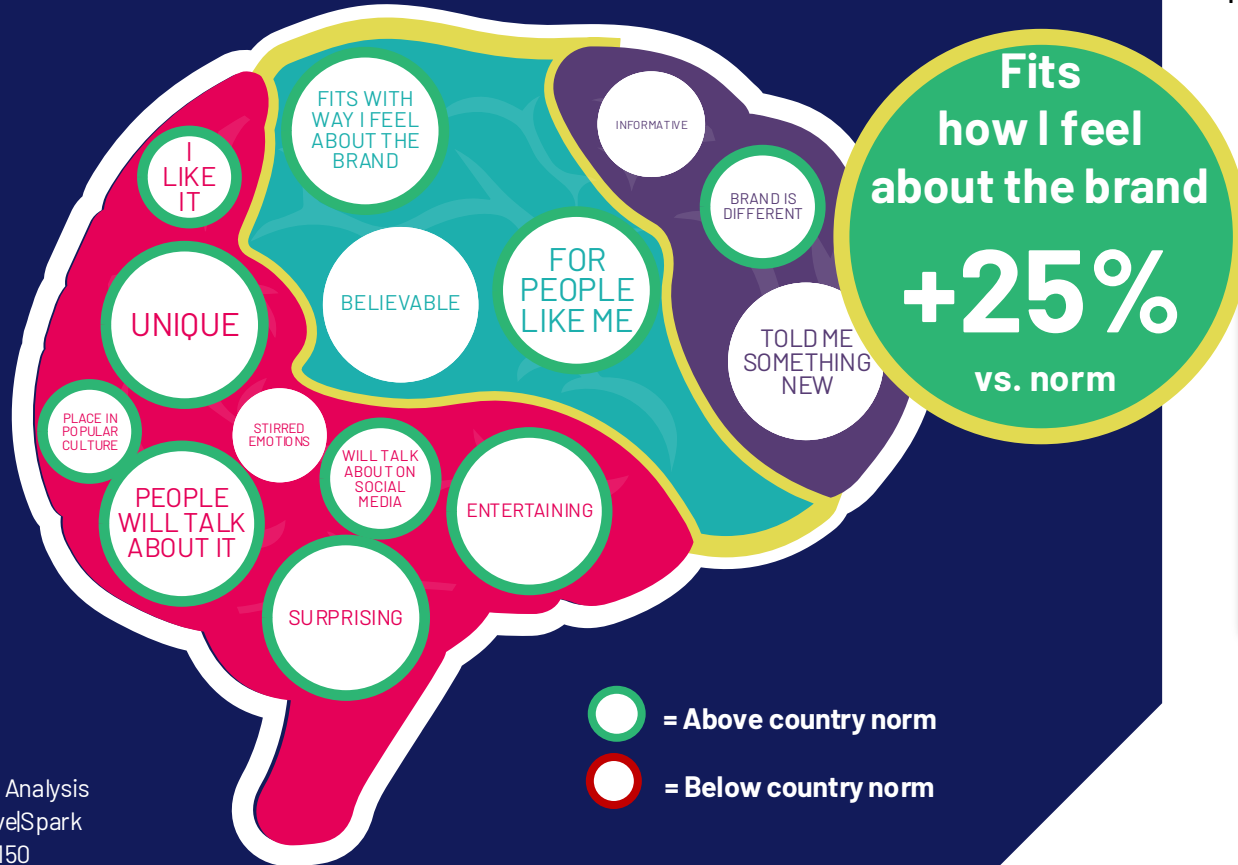


AI Ketchup

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

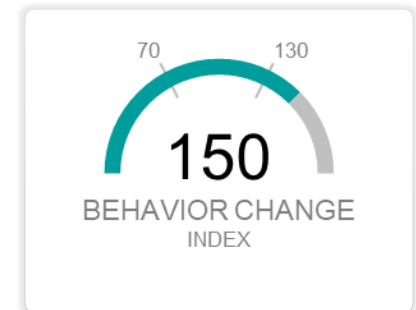
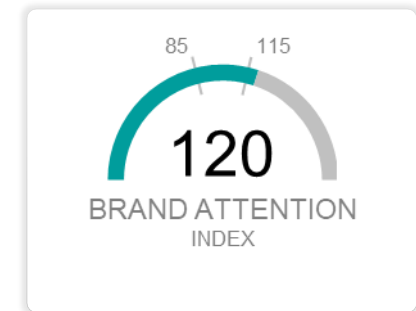
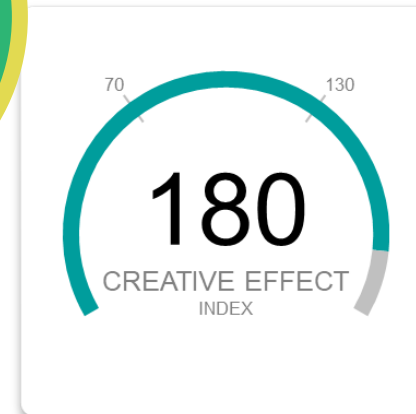
CREATIVE IDEAS



Misfits Analysis
 CreativeSpark
 US, n=150



It made me want to make some fries and dip them in Heinz Ketchup!

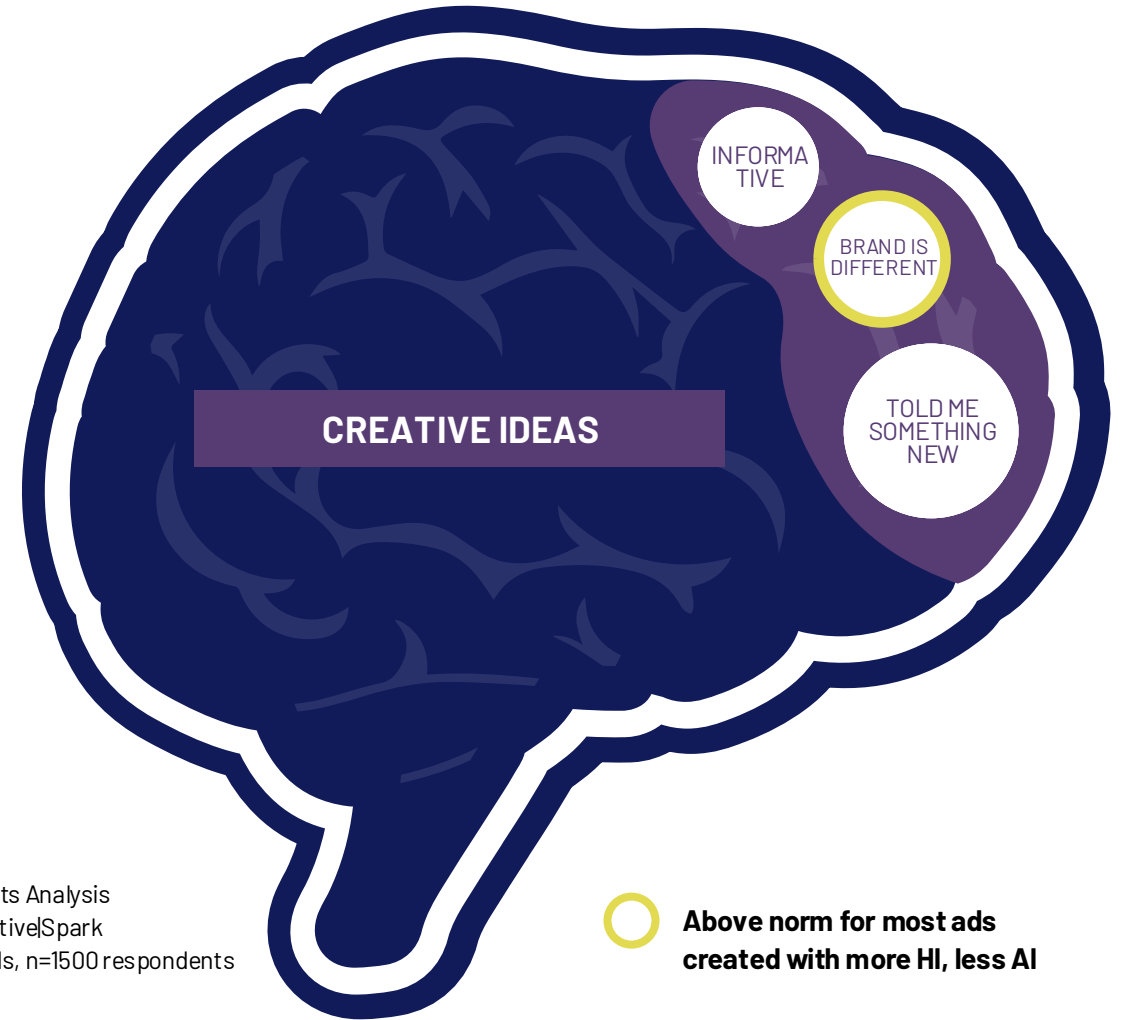


Finding #6

Only human intelligence can come up with truly creative ideas



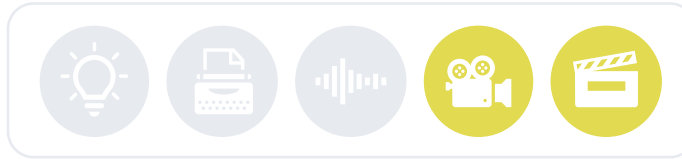
Image: Stock photography, edited manually



The shocking truth about sharenting: A message of empowerment



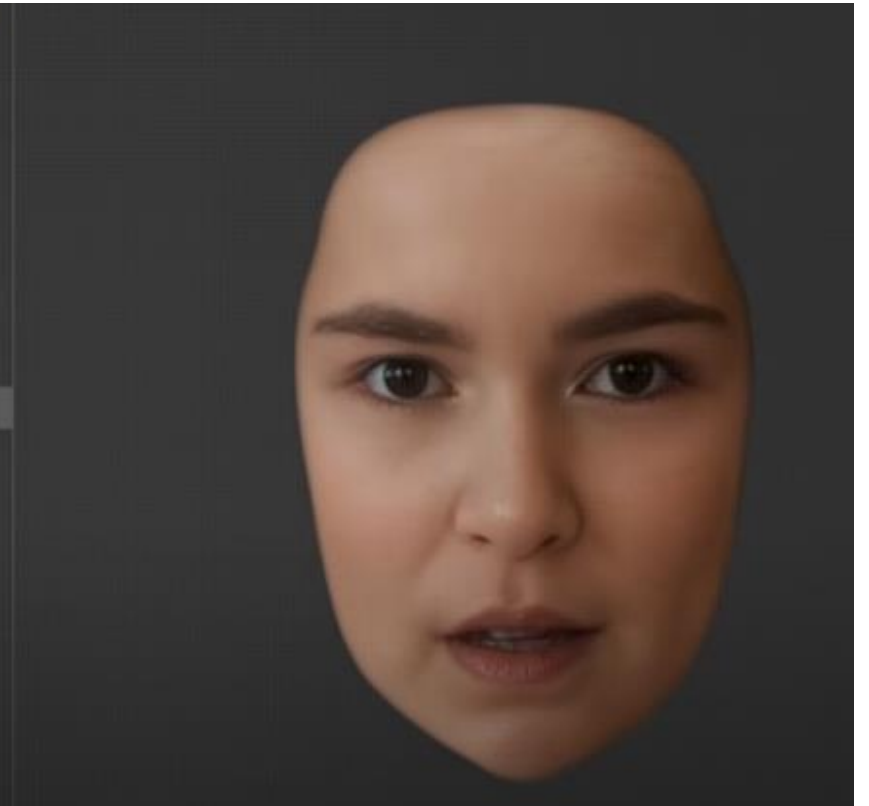
**MORE
HI**



```
76     print("using mixing value: ", mix_value)
77     print()
78
79     video_swap(full_input_path, latend_id, m
80                 full_output_path, te
81                 use_mask=opt.use_mas
82                 no_simswaplogo=True,
83                 mixing_value=mix_val

/4: working on file: V1-0025_A005C004_230324_RP14.i
input path: /content/drive/MyDrive/Work/ella_faceRe
output path: /content/drive/MyDrive/Work/ella_faceRe
using mixing value: 0.0

(142, 366, 4)
29% | 27/93 [01:40<04:02, 3.67s/it]
```

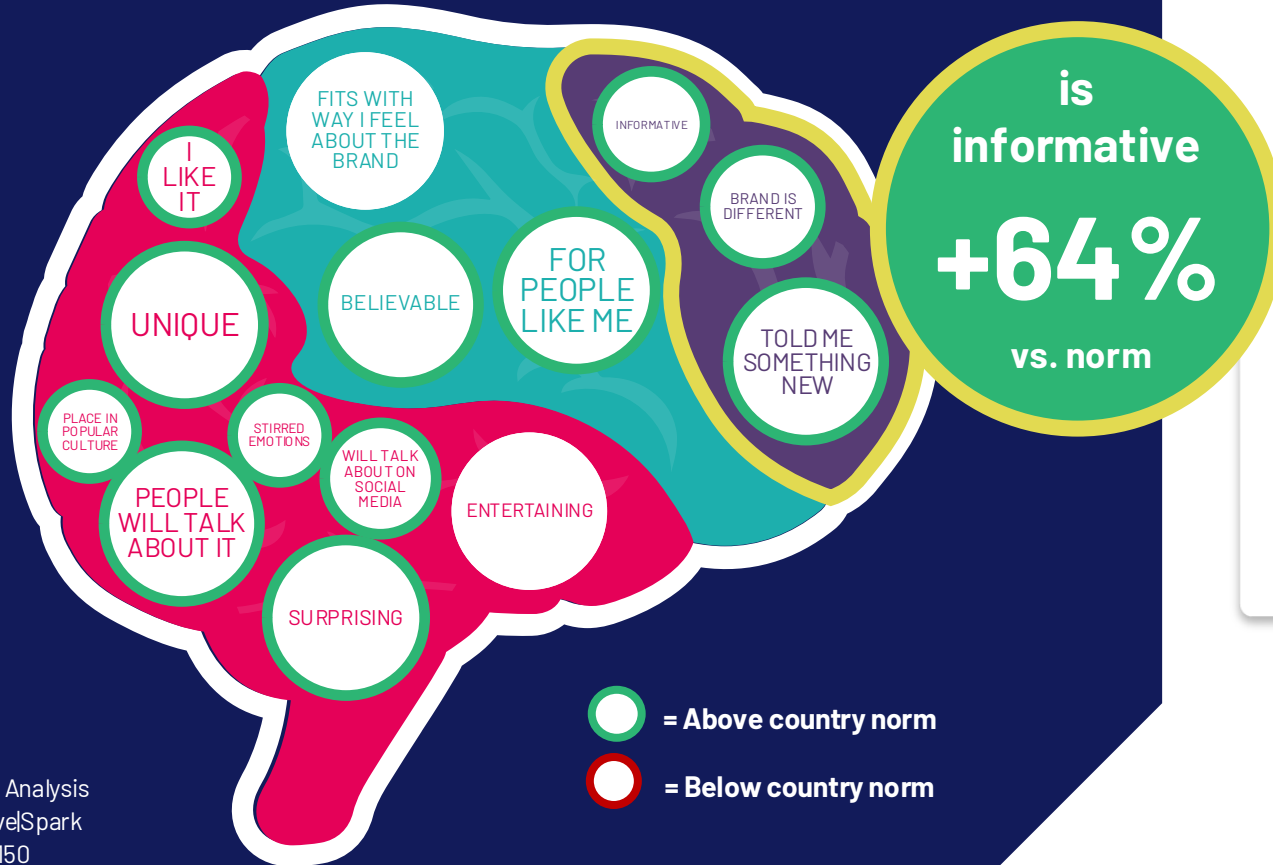


Message from Ella

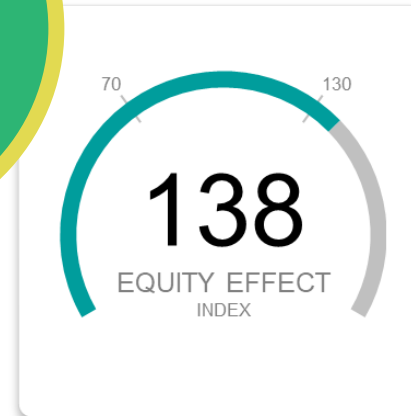
CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



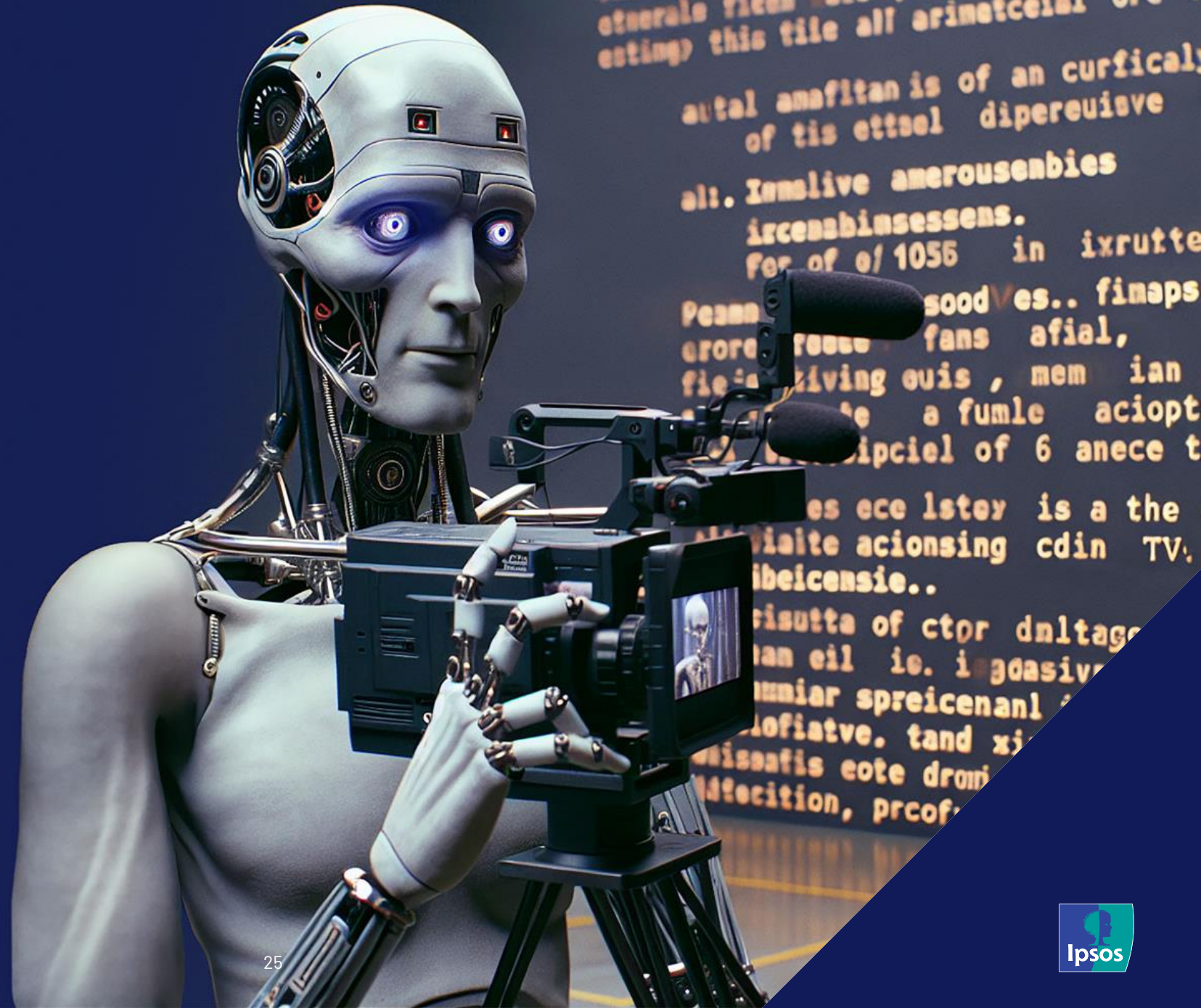
Scary. Many people forget that nothing is lost on the internet. It's great and responsible to point that out.



Misfits Analysis
 CreativeSpark
 DE, n=150

HOW AI CAN MISS THE MARK

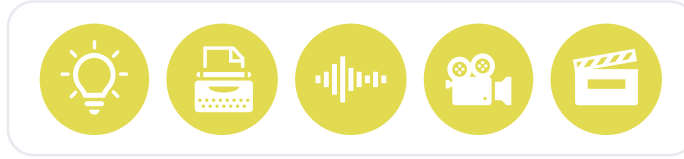
Image: Ipsos Facto generated, edited manually



An AI-Baked Cosmic Cookie: Deliciously different or just weird?



**MORE
AI**

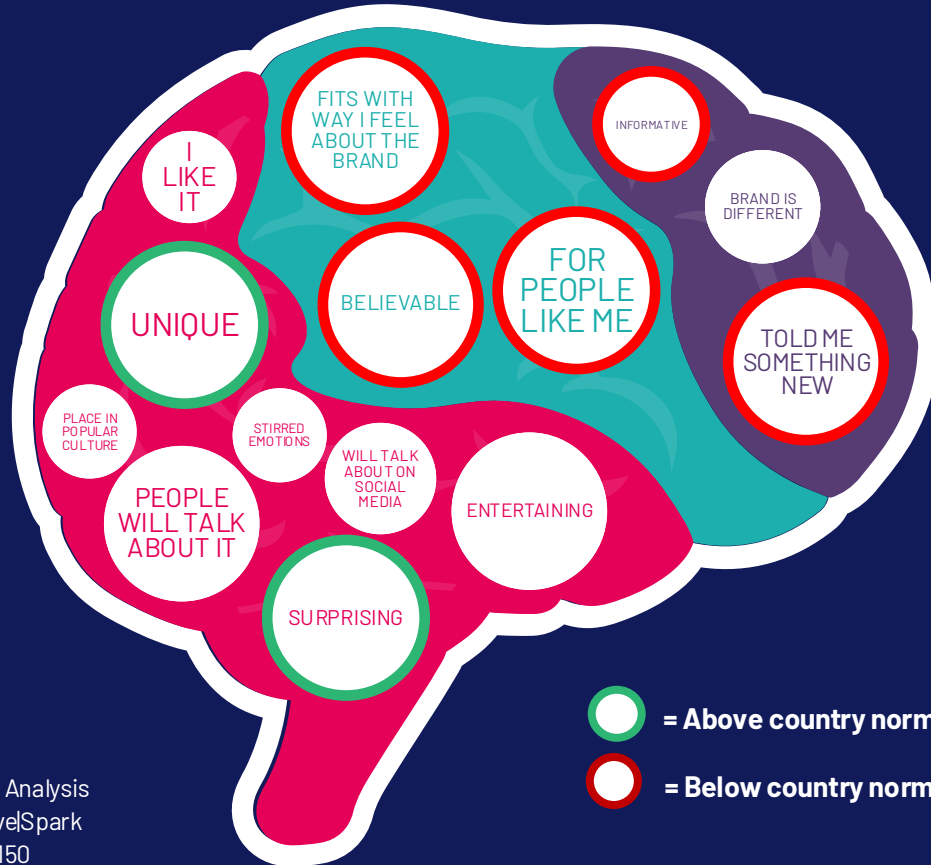


AI-baked cosmic cookie

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

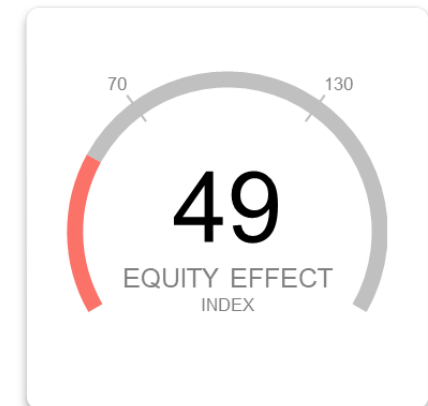
CREATIVE IDEAS



Misfits Analysis
 CreativeSpark
 US, n=150

Is confusing
+114%
 vs. norm

👍👍 The ad was ridiculous. Dramatic and overblown and not related at all to the product.



~~HI or AI?~~ #HIAI

1 AI is an enabler of impactful advertising experiences

2 **More Human – More Connection:** AI can inspire Creative Experiences when led by human thinking

3 **More Human – More Relevance:** Empathy is critical for brand impact, and AI cannot yet replace HI

4 **More Human – More Originality:** We still need human thinking to deliver original ideas to impact choice

5 **The future is collaboration:** Combining HI and AI can unlock new levels of efficiency – and effectiveness



IPSOS VIEWS

MISFITS AND THE MACHINE

Why AI alone can't crack creative effectiveness

Dr. Diana Livadic



Download the paper here!

